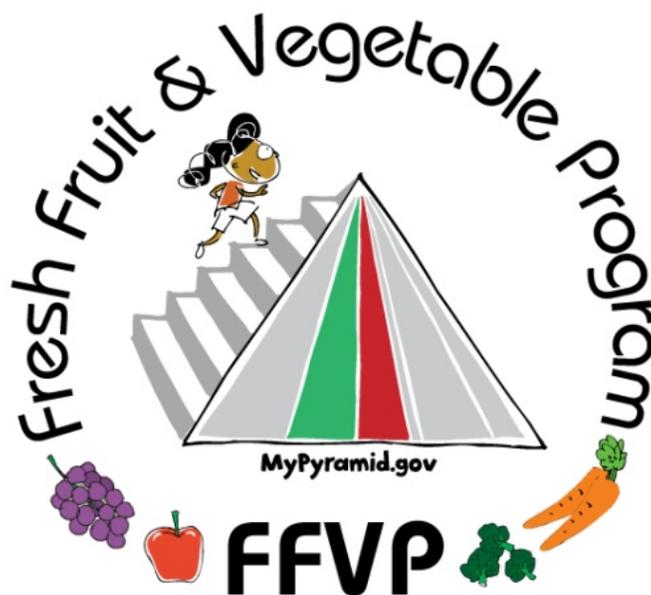


FRUITS AND VEGETABLES A RESOURCE GUIDE



Food and Nutrition Service
Office of Research, Nutrition and Analysis
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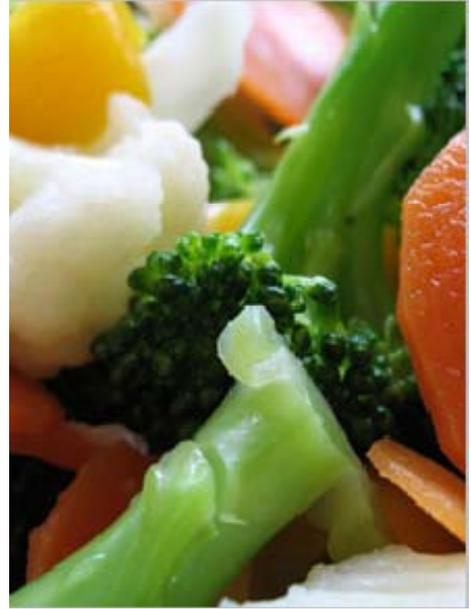
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OVERVIEW

This resource guide provides training and educational resources to promote the consumption of fruits and vegetables at school and in the home. Many of the resources are readily available on-line for review and downloading. The guide highlights materials that are consistent with the *2005 Dietary Guidelines for Americans* and *MyPyramid* and lets you know where to find them.



TRAINING MATERIALS

Fruits and Veggie Nutrition **The Fruits and Veggies More Matters** **Campaign**



www.fruitsandveggiesmorematters.org/

This campaign provides a rich source of information on all aspects of fruits and vegetables. Check out available resources at:

www.fruitsandveggiesmorematters.org/?page_id=115

Provides nutrition information for some of the most common fruits and vegetables and the sources of key nutrients which may play a role in reducing the risk of certain diseases. The web page stresses the need to aim for variety --- fresh, frozen, canned and 100% juice---all forms count and colors are important

Storage 101

www.fruitsandveggiesmorematters.org/?page_id=129

Provides guidelines for storing fruits and vegetables in all forms—fresh, canned, frozen and dried. Also, discusses availability of fruits and vegetables at various times of the year, meal planning and shopping for fruits and vegetables

Diet and Exercise

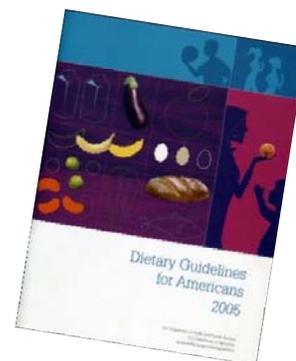
www.fruitsandveggiesmorematters.org/?page_id=48

Provides information on role of fruits and veggies in maintaining a healthy weight and the importance of physical activity.

The Dietary Guidelines for Americans and MyPyramid

www.mypyramid.gov/guidelines/ and www.mypyramid.gov/

Provide the primary source of dietary healthy information for policymakers, nutrition educators and health providers. For complete information, go to



MyPyramid Education Framework

www.mypyramid.gov/downloads/MyPyramid_education_framework.pdf

Provides key concepts of the MyPyramid food guidance system. These key concepts are not intended as direct consumer messages, but rather as a framework of ideas from which professionals can develop consumer messages and materials.



MyPyramid Fruits Resources

www.mypyramid.gov/pyramid/fruits.html

Provides comprehensive information on fruits covering such topics as: What's in the Fruits Group, How much is needed, what counts as a cup, Health benefits and nutrients and Tips to help you eat fruits



MyPyramid Vegetables Resources

www.mypyramid.gov/pyramid/vegetables.html

Provides comprehensive information on vegetables covering such topics as: What's in the Vegetables Group, How much is needed, What counts as a cup, Health benefits and nutrients and Tips to help you eat vegetables



Eat Smart. Play Hard. Lesson Plans

www.fns.usda.gov/eatsmartplayhard/collection/collect_tools_3.html

Provides interactive, behavior-focused lessons. These plans are ready-to-go, flexible, and easy to use. Just read the entire lesson, gather the materials, and go. Two lessons focusing on fruits and vegetables for kids—"Taste the Colors for ages 3-4 and "Snack Smart" for ages 5-7 and two lessons for adults--- "Grab Quick and



Easy Snacks” and “Start Smart! Eat Breakfast” are available



Loving Your Family, Feeding Their Future Discussion Sessions

www.nal.usda.gov/fsn/Loving/VegetablesAndFruits.pdf

Provides interactive, participant-centered and behavior-focused discussion session on fruits and vegetables specifically targeting low-income women

Harvest of the Month

www.harvestofthemonth.com/EdCorner/index.asp

Harvest of the Month is a tool kit and website that provides knowledge- and skill-based strategies that are standardized, cost-effective, replicable, and convenient. These strategies are designed to motivate and empower children to increase consumption and enjoyment of a variety of colorful fruits and vegetables and to engage in physical activity every day. Educators can access additional tools and resources to help students get even more out of Harvest of the Month



Team Nutrition Resources

Nibbles for Health Leader’s Guide and Newsletters were developed for parents of young children (ages 2-5). This kit offers program staff and 41 reproducible newsletters that staff can provide to parents to address many of the challenges they face, including topics on fruits and vegetables, like juice consumption. Developed in 2003, a revised version should be available in early 2008. Go to:

teamnutrition.usda.gov/Resources/nibbles.html



CDC Resources

www.fruitsandveggiesmorematters.org/?page_id=71

Provides helpful fact sheets including: Your Questions Answered and Test Your Fruit and Veggie IQ



EDUCATIONAL MATERIALS

Handouts

Center for Disease Control and Prevention (CDC) Resources

www.fruitsandveggiesmorematters.org/?page_id=71

www.fruitsandveggiesmatter.gov/publications/index.html

Provides more good information on how fruits and vegetables affect health—and more tips on getting them into your daily diet. Some topics of interest to WIC staff include: Three Simple Steps to Eating More Fruits & Vegetables, Choose Smart – Choose Healthy (for women), 10 Ways to Help Kids Eat More Fruits & Veggies, Entertain the Fruit & Veggie Way, Fruits & Veggies On the Go, and Save Time and Money. Some materials are available in Spanish.

Loving Your Family Feeding Their Future Handouts

http://foodstamp.nal.usda.gov/nal_display/index.php?info_center=15&tax_level=4&tax_subject=261&topic_id=1941&level3_id=6322&level4_id=10693

Provides handouts on fruits and vegetables designed for low-income women with low-literacy skills. Handouts are also available in Spanish and matched with available discussion sessions for educators

Brochures

Eat Smart. Play Hard. Brochures

www.fns.usda.gov/eatsmartplayhard/collection/parent_broch.html

Provides brochures focusing on fruits and vegetables “Grab Quick and Easy Snacks” and “Power Up with Breakfast.” Available in English and Spanish as downloadable materials.

Guidebooks

Loving Your Family Feeding Their Future Resources

http://foodstamp.nal.usda.gov/nal_display/index.php?info_center=15&tax_level=4&tax_subject=261&topic_id=1941&level3_id=6322&level4_id=10693

Provides “*The Healthy Family Guidebook*” in English and Spanish that has chapters on fruits and vegetables, and 2-weeks of low-cost menus and recipes that meet the Dietary Guidelines

Menus and Recipes

Eat Smart. Play Hard. Healthy Lifestyles Webpage

www.fns.usda.gov/eatsmartplayhardhealthylifestyle/

Designed for parents and caregivers, the web page provides information on fruits and vegetables including quick, easy, and healthy recipes and menus that taste good

EDUCATIONAL MATERIALS FOR CHILDREN AGES 2-5

Eat Smart. Play Hard. Activity Sheets, Songs, and Accessories

www.fns.usda.gov/eatsmartplayhardkids/Library/actsheets.htm

Provides two kids activity sheets on fruits and vegetables for ages 4-6: “Lets Go on a Snack Hunt” and “Power Panther’s Picnic”. Also available are Power Panther accessories---downloadable gloves, mask and shoes plus songs and “power moves” that could be used in conjunction with the activity sheets and lessons. Go to:

www.fns.usda.gov/eatsmartplayhard/collection/collect_tools.html

MyPyramid for Kids Coloring Page

teamnutrition.usda.gov/Resources/mypyramidcoloringpage.html

Provides a MyPyramid for Kids coloring page.

Give Me 5 A Day! Florida Dept. of Health

www.doh.state.fl.us/

Give Me 5 A Day is a 27-page children’s book that emphasizes the importance of eating fruits and veggies. The book is written for preschoolers to 1st graders, in both English and Spanish.

RESEARCH RESOURCES

Consumer Practices and Behaviors

www.cdc.gov/nccdphp/dnppa/publications/#MMWR_Nutrition

CDC. Fruit and Vegetable Consumption among Adults, United States, 2005. MMWR Weekly March 16, 2007/56(10); 213-217.

www.ers.usda.gov/Publications/AIB792/

Guthrie JF. Understanding Fruit and Vegetable Choices—Research Briefs Agriculture Information Bulletin No. (AIB792). November 2004. This series of research briefs provides information on the economic, social, and behavioral factors influencing consumers' fruit and vegetable choices.

www.ers.usda.gov/publications/aer833/

Blisard N, Stewart H, Jolliffe D. Low-Income Households' Expenditures on Fruits and Vegetables. Agricultural Economic Report No (AER833) 30 pp, May 2004. This report analyzes fruit and vegetable expenditures by low-income households and higher income households, and compares the sensitivity of both groups' purchases to changes in income

www.ers.usda.gov/publications/aib790/

Reed J, Frazao E, Itskowitz R. How Much Do Americans Pay for Fruits and Vegetables? Agriculture Information Bulletin No. (AIB790) 39 pp, July 2004. This analysis uses ACNielsen Homescan data on 1999 household food purchases from all types of retail outlets to estimate an annual retail price per pound and per serving for 69 forms of fruits and 85 forms of vegetables

www.ers.usda.gov/publications/aib792/aib792-7/aib792-7.pdf

Lin B-H. Fruit and Vegetable Consumption, Looking Ahead to 2020. Economic Research Service. Agriculture Information Bulletin Number 792-7, October 2004

www.ers.usda.gov/publications/aib792/aib792-2/aib792-2.pdf

Lin B-H, Reed J, Lucier G. U.S. Fruit and Vegetable Consumption: Who, what Where, and How Much. Economic Research Service, Agriculture Information Bulletin Number 792-2, October 2004

Effective Behavior Change Approaches

www.csupomona.edu/~jvgrizzell/best_practices/bctheory.html

Grizzell J. Theories and Models of Human Behavior. This web page reviews elements of behavioral and social science theories and models.

www.aafp.org/afp/20000301/1409.html

Zimmerman GL, Olsen CG, Bosworth DO. A “Stages of Change” Approach to Helping Patients Change Behavior.

www.cellinteractive.com/ucla/physician_ed/stages_change.html

UCLA Center for Human Nutrition. Prochaska and DiClemente’s Stages of Change Model.

OTHER RESOURCES

Fruits and Veggies More Matters Coordinators

www.fruitsandveggiesmatter.gov/health_professionals/coordinator_contact.html

A listing of the national and State contacts for the Fruits and Veggies More Matters Campaign

Fruits and Vegetables Resources for Various Ethnic Groups

<http://peaches.nal.usda.gov/pubs/ethnic/NativeAmericanResources.asp>

Provides a resource list for educators of nutrition education materials targeted to Native Americans, Africans, Latinos, Asians, Europeans and Southeast Asians. It should be noted that some of the resources were developed prior to the 2005 Dietary Guidelines; however, educators may find the background information helpful in working with these ethnic groups

National Fruit and Vegetable Retail Report – AMS, USDA

www.marketnews.usda.gov/portal/fv

Provides a snapshot of the week's retail market trends in pricing and advertising of fruits and vegetables. The survey reports results of more than 200 retailers.